

CUSTOMER STORY

Nutrabolt

How a fitness company transformed its community-first influencer strategy into a successful content machine

Nutrabolt, the world's leading independent sports nutrition company, is the parent company of C4, America's #1 Pre-Workout Brand, and XTEND, The World's #1 BCAA Brand. As a business that holds 40% market share in the pre-workout category alone, has a presence in more than 150 countries, and is sold in over 40,000 retailers, Nutrabolt has to appeal to a wide audience.

From casual gym goers to experienced bodybuilders and everyone in between, seeing inspiration from others is essential for creating influence at every step of someone's fitness journey. To connect with their customers, the team at Nutrabolt knew they needed to formally tap into influencers within the fitness community and find a way to maximize results.

Katie Tershel, Nutrabolt's Director of Partnership Marketing, has the task of creating influence within Nutrabolt's diverse audiences. She oversees the brand's athlete, influencer, and event marketing programs to create connections in the fitness space and further the brand's mission to make fitness and nutrition accessible to all.



1,800+
Pieces of Content

20.8M
Impressions

646
Live Posts

96.9K+
Followers Gained

604%
Campaign ROI



The Challenge

Katie relies on communities of influencers, athletes, and customers to create authentic content. But the key to authentic content is genuine connections, not transactional relationships.

To build relationships that foster community, Katie and her small team of four needed a way to manage hundreds of relationships ranging from Instagram DMs to relationships in the field to professional athlete endorsements. Juggling multiple threads of conversations across various mediums made it nearly impossible to scale her community in the way that she wanted. She needed:

1. A system of record that formalizes all relationships in one place, and automates time-consuming processes like setting terms and dealing with billing.
2. Help discovering the community members who would be helpful at every step, from product conception to promotion, and removing the personal bias behind choosing influencers.

The Solution

IDENTIFYING ON-BRAND INFLUENCERS

Katie realizes that just because an influencer creates amazing content doesn't mean that person aligns best with the company's values and message. With AspireIQ Connect, Nutrabolt can see each influencer's audience demographics, engagement rates, follower authenticity, brand affinity and more. Being able to efficiently vet influencers removes an inevitable layer of personal bias and ensures Nutrabolt can find influencers who will relate to their consumers. Alignment with influencers is the key to success. For example, Katie cultivated a relationship with devoted customer Ryan S. after meeting him in person. The team repurposes his authentic content, and Ryan gets his content in front of a larger audience, making it a win-win situation for all.

DEEPENING RELATIONSHIPS WITH INFLUENCERS

Using a platform like AspireIQ Manage allows Nutrabolt to streamline time-consuming processes like setting terms, getting content licensing rights, and processing payments. Because each relationship is automatically pushed through the collaboration process, Katie and her team can focus on getting to know each individual on a deeper level. For example, the brand partnered with Mat Fraser, the four-time "Fittest Man on Earth," to launch his signature supplement, XTEND Elite Fraserade. The day of the launch was the highest-grossing sales day on officialXTEND.com ever. Plus, 90% of sales were from new customers, proving that influencers opened Nutrabolt up to audiences they couldn't reach on their own.

ACTIVATING COMMUNITIES

Nutrabort creates loyal customers by generating an emotional connection, listening to what its audience has to say, and building a community of people who tell their brand story together. For example, when Nutrabolt heard that customers were using its XTEND recovery product as both a mixer and for hangovers, the brand was taken off guard. But rather than shying away, it leaned into what its customers loved about the product and launched an XTEND mixology campaign and crafted the tagline "Work. Play. Recover." to ensure people could have a fun night out and still make it to the gym in the morning. The overall campaign resulted in 4 million impressions, 100,000 engagements, and an earned media value triple what Nutrabolt spent. Influencers had fun with the campaign, leading to the community jumping into the conversation organically.

The Results

Nutrabort's community-first marketing strategy has helped it generate \$650M in retail sales last year, sell more than 2 billion servings of C4 since 2011, and experience 150% growth in online sales year-over-year.

Rather than running everything manually, AspireIQ makes Nutrabolt's influencer process much more turnkey. Through its influencer program, Nutrabolt was able to source more than 1,800 pieces of authentic content and gain nearly 97,000 followers across the three brand's Instagrams. And because Katie no longer has to worry about time-consuming tasks, her team has been able to focus on strengthening the community of both customers and influencers.

The best example is Nutrabolt's C4 Fitness Summit, a 360-degree marketing approach that helped Nutrabolt stand out in the most crowded marketplace of all: New York City. Since so many locals leave the city during sweltering summer weekends, Nutrabolt invited the movers and shakers of the NYC fitness community to attend a retreat in Montauk. As a result, Nutrabolt connected with over 50 influencers, reached 14M+ people through influencer content, received tags and mentions in 400+ Instagram stories, and saw a net promoter score increase from a 2.3 out of 5 to 4.9 out of 5 from attendees.